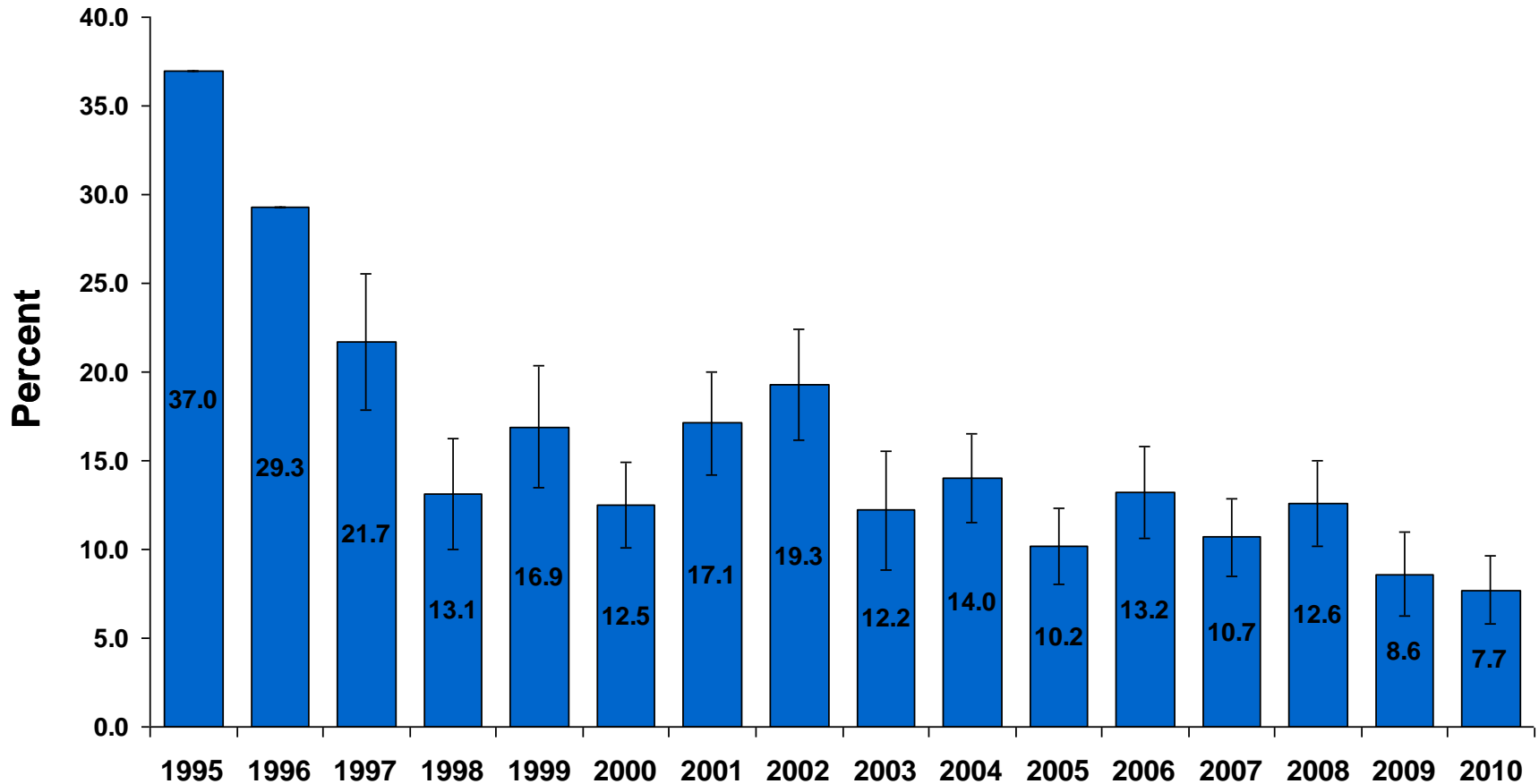




Percent of Retailers Selling Tobacco to Youth, 1995-2010



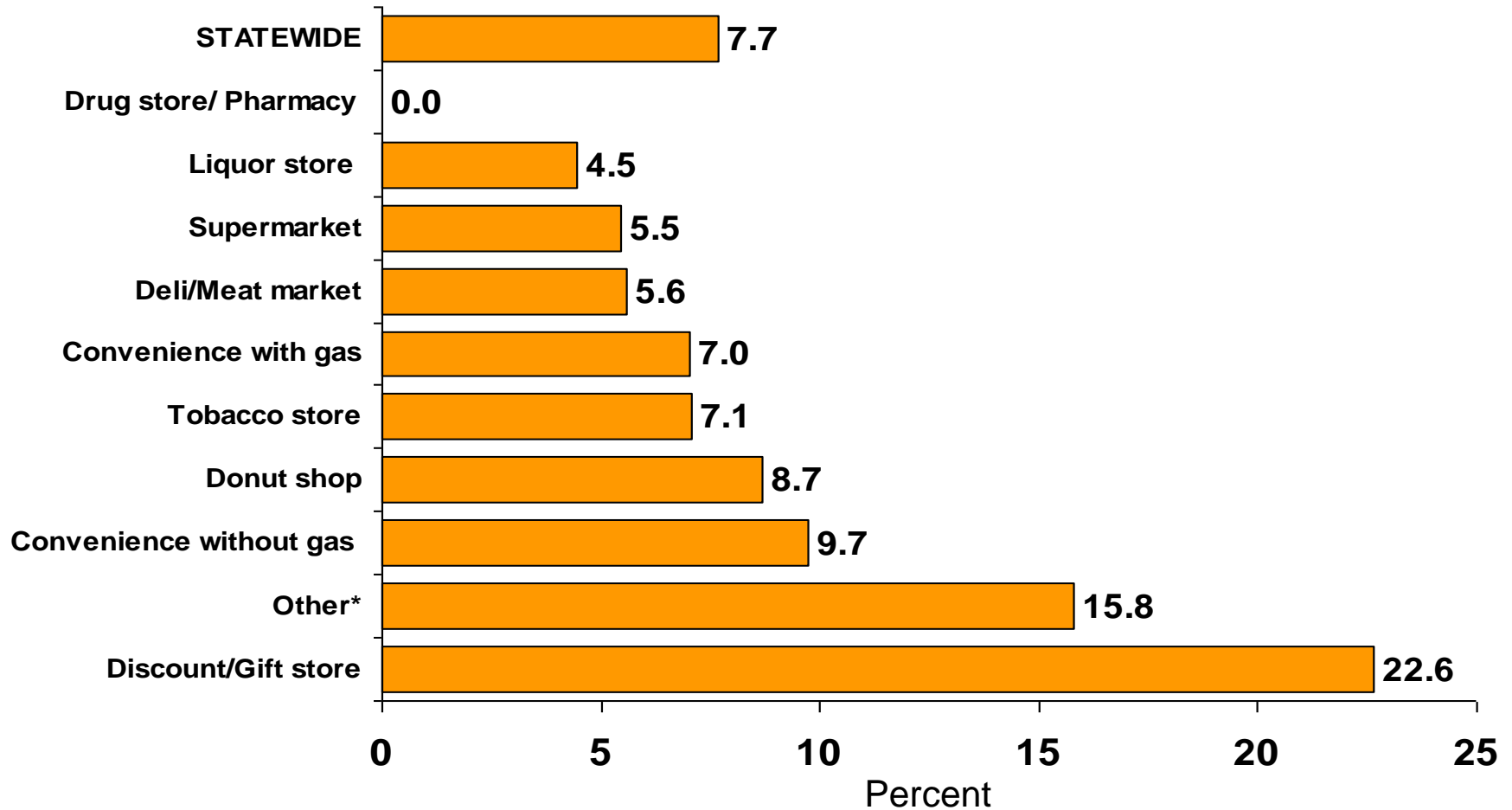
Attempted buy protocol 1995-1996; Actual buy protocol 1997-2010.

Source: Youth Tobacco Purchase Survey, 1995-2010.

Prepared by: California Department of Public Health, California Tobacco Control Program, July 2010.



Percent of Retailers Selling Tobacco to Youth by Store Type, 2010



Source: Youth Tobacco Purchase Survey, 2010.

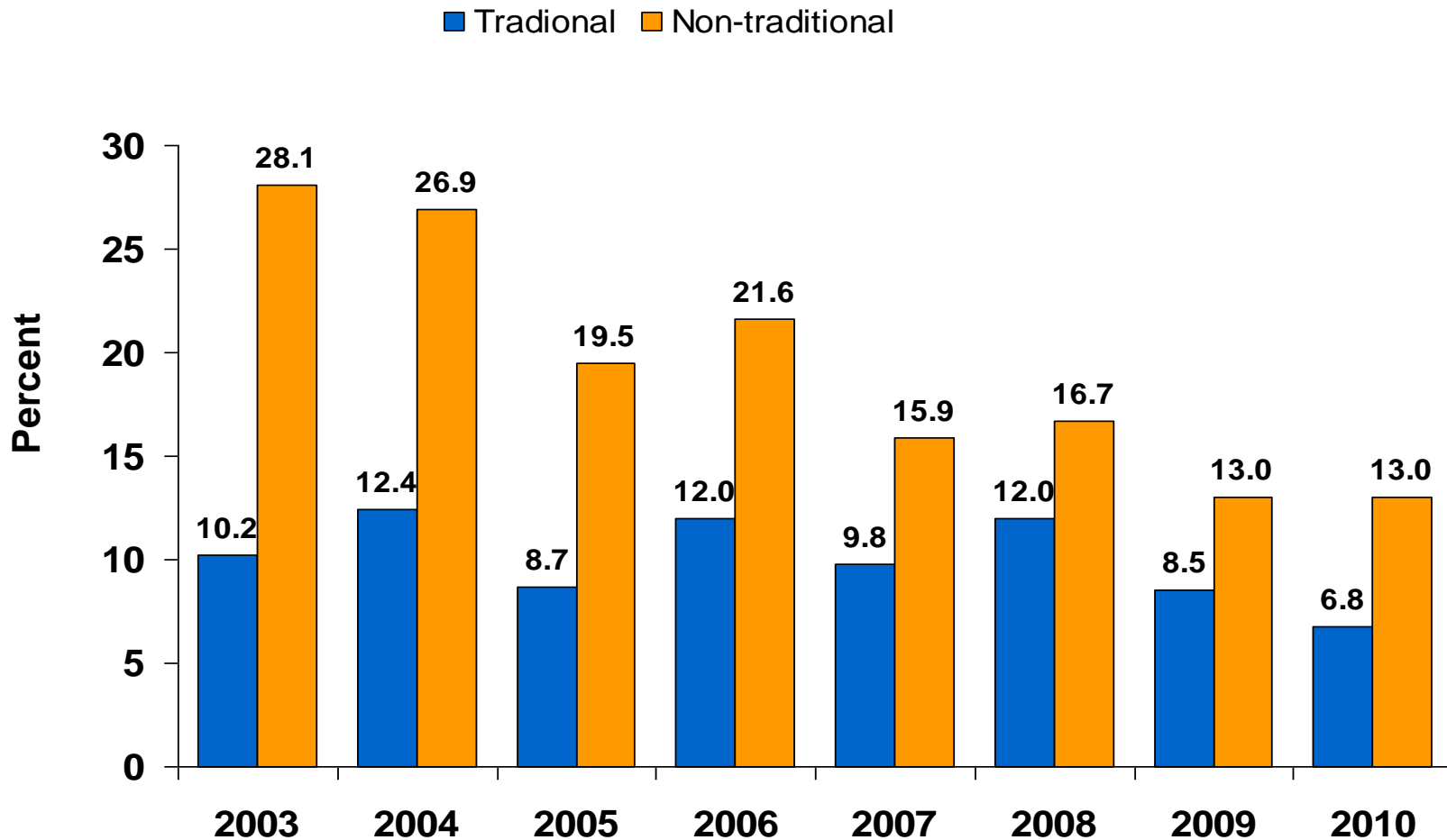
Prepared by: California Department of Public Health, California Tobacco Control Program, July 2010.

*Other includes gas station only, produce market, restaurant, and others.

Sales rates are standardized to an equal distribution of youth's gender and age.



Illegal Sales Rate for Traditional Tobacco Store versus Non-traditional Store, 2003-2010



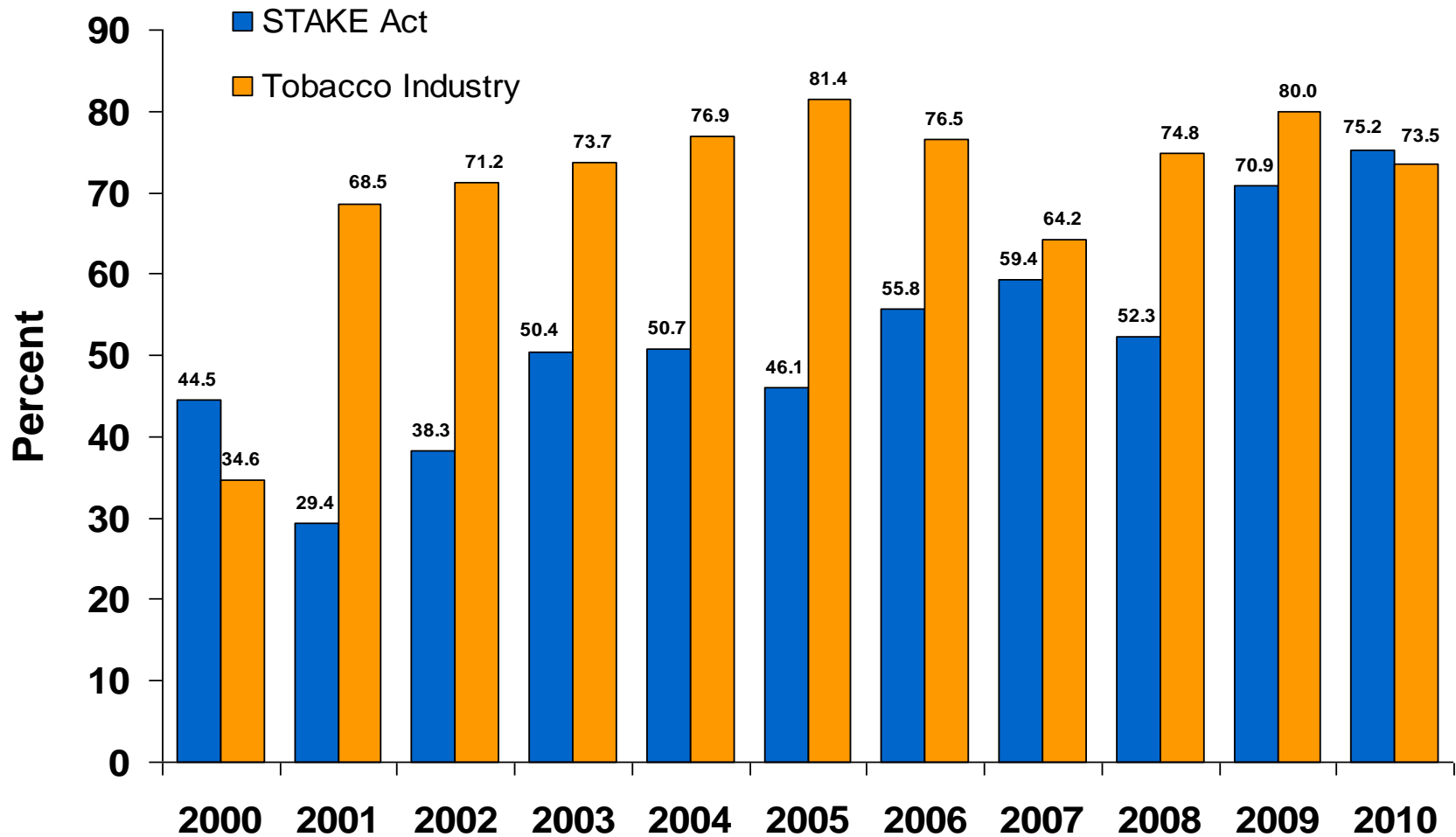
Source: Youth Tobacco Purchase Survey, 1997-2010.

Prepared by: California Department of Public Health, California Tobacco Control Program, July 2010.

Non-traditional store includes donut shop, discount store, deli/meat market, gift store, produce market, and other store.



Evidence of Tobacco Industry versus STAKE Act Age-of-sale Warning Signs 2000-2010



Source: Youth Tobacco Purchase Survey, 2000-2010.

Prepared by: California Department of Public Health, California Tobacco Control Program, July 2010.

The definition of a STAKE Act sign changed in 2006 to include non-California Department of Public Health signs that still met the legal requirements.